

Rep Order# 6841634 Ver# 1 Status New Traffic Order# Printed: 08/14/2012 1:03 PM 1 of 2

EC'd Yes Last Received: 08/14/2012 11:15 AM

Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 304 Agency C/P1/P2/E //304
Buyer STEPHANIE KOHLBAUER Flight Dates 08/22/2012 - 08/27/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$2600
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	8P-9P	HOUSE	:30	\$600.00	08/24-08/24	1	1	1	\$600.00	
				Buyline Comment: HOUSE								
	2	SA	10P-1045P		:30	\$700.00	08/25-08/25	1	1	1	\$700.00	
				Buyline Comment: SATURDAY LAT ENEWS								
	3	SU	10A-11A		:30	\$100.00	08/26-08/26	1	1	1	\$100.00	
				Buyline Comment: FOX NEWS SUNDAY								
	4	SU	10P-1045P		:30	\$1,200.00	08/26-08/26	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY LATE NEWS								

---REPORT TOTALS---

Report Totals: 4 / \$2,600.00

---SALES MONTHLY TOTALS---

Aug 12: 4 / \$2,600.00 Sep 12: 0 / \$0.00
Sales Totals: 4 / \$2,600.00

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Station Totals: 4 / \$2,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$52,000	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---
CASH IN ADVANCE